The Washington Times

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SEPTEMBER CIRCULATION.

Daily.

The net total circulation of The Washing-Times (daily) during the month of Sen-tember was \$16,107, all copies left over and returned being eliminated. This number, when divided by 25, the number of days of publication, shows the net daily average for September to have been 35,235.

Sunday.

The number of complete and perfect copies of The Washington Times printed Sundays during the month of September was as fol-lows:

In each issue of The Times the circulation ngures for the previous day are plainly printed at the head of the drst page at the left of the date line.

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THE HARDSHIPS OF THE MILK PRODUCER.

Just how much of a hardship will be imposed on the milk producers of Virginia and Maryland by the demand of the District Health Department that they free their herds of tuberculous

This is one of the questions which enters into the movement for the purification of the District's milk supply. Its entrance has been forced by the owners of dairy herds, who contend that the expense of killing off stock that cannot stand the tuberculin test

standpoint the question has a very different aspect. The consumer wants wholesome milk. He doesn't want milk that has come from, a tuberculous animal. If it is necessary for the producer to get more for his product because he has purified it, the consumer will pay the price. The producer will not the loser, and he is, therefore, entitled to no consideration on the ground gator has prepared his criticism withthat it will cost him something to get out conference with any other investirid of his infected animals.

But as a matter of fact will the tuberculin test be such an expensive reg. sonal convictions of any one fluenced by the opinions of any one crease in the price of milk? How ex. but himself. tensive is this "hardship" of which the *producer complains?

District have had with the tuberculin November 29, 1909.

in the District subjected to the tuber- have been discovered and will strengthculin test in the last year is 1,701. Of en their facilities for doing good. these 219 were found to be infected with tuberculosis and were destroyed. Health Department and the Bureau of picture shows of the city. Animal Industry without expense to the owners of the stock.

It so happens that the Department of Agriculture has been able partially to reimburse the owners of the tuberculous cows that have been destroyed. of the peach orchard, reserves his fore-No Government funds are available for reimbursing farmers of Maryland and Virginia for condemned stock, but and Virginia for condemned stock, but are available for reimbursing farmers of Maryland and Virginia for condemned stock, but are available for reimbursing farmers of Maryland geographical composite known as Deland concert, Fort Myer, 7:45 p. m., by Soldiers' Home Band.

Maryland

Grade That content is devening.

**Band concert.*

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**That propriation of \$5,000 at its last ses- erage. sion to reimburse owners of destroyed. When we remember that from this both States in the near future.

lous animals out of 1,701 is probably a far to redeem the sin-cursed world, we high average. The extent of the dis- realize what it means when we are told ease is less in more open sections, that the crop is short. When we can't where cattle are spread over a greater get oysters we can eat oyster plants, area. Even if the ratio of sick cows but when pallor overspreads the toto well ones is the same in Virginia mato's crimson cheeks, when the cutand Maryland as in the District, the worm walks in darkness and the fleapast year's record here shows that the beetle destroys at noonday, there are outside producers have exaggerated the no aquatic equivalents of the tomato

the question of the tuberculin test the gift-horse. simply gets down to this:

Do the people of Washington want to drink milk that comes from cows It has served as a side dish with corn that have tuberculosis or from cows pone and the workingman's thick rashthat have been proved to be in good ers of bacon. It has lent life and chro-

MASTERPIECE.*

"The Sorrows of Werther" has claimed another victim. A Gotham youth turned the last page of Goethe's melcarbolic acid, leaving a couple of P. P. C. notes behind him.

It would be interesting to know just how large has been the harvest of death reaped by the chef d'oeuvre of abys- THE SOCIALLY ELECT NOT mal grief. It has been more fatal than humidity in the atmosphere or melodrama on the stage. It is the unrelieved record of gloom which possessed the soul of the hero because Charlotte was "a married lady" and spurned the advances of the stricken lover. According to the Thackeray paraphrase, when the sorrowing Werther had "blown his silly brains out" and his body was "borne before her on a shutter," the heartless Charlotte "went on cutting bread and butter," just as she used to do during his most impassioned love-making.

It has been suspected that the great Cham of German literature put a little autobiography into the melancholy story-but he didn't blow his brains September 4... 45,742 September 18... 46,474 Story—but he didn't blow his brains September 11... 45,695 September 25... 48,819 out. He simply looked up another Charlotte who wasn't so intent upon "cutting bread and butter." Then he set himself to do some of the best work of his life.

> It is only an inference that in the case of the New York youth there was a Charlotte in the background-mar ried, single, or divorced-but there probably was. If his soul looks down from the empyrean or snoops around eances and levitations for an opportunity to get in touch with life again ne must realize how futile it was to leap into the Great Perhaps, while Charlotte, undisturbed, goes on calmly with the collation.

WASHINGTON'S MOVING PIC-TURE THEATERS.

The influence of the moving picture show on the mental, moral, and physical welfare of the public has come to be one of the foremost sociological questions of the day. The moving picture probably reaches more people than any other American institution, with the possible exception of the pubic school and the press. What effect is it having on these millions? Is it doing them good or harm?

The Times has tried to get reliable information concerning the moving picture shows of Washington by enlisting the aid of eight representative citizens, who have been taken on a trip of inspection to a number of moving picture theaters in different parts of the city. These citizens have consented to write their impressions will be so great that they cannot meet the District Health Officer, appears in it without raising the price of milk.

Considered from the consumer's standpoint the question has a very difference of milk.

The District Health Officer, appears in tress cost King Manuel his throne is the standpoint the question has a very difference of milk.

The District Health Officer, appears in tress cost King Manuel his throne is the standpoint the question has a very difference of milk.

have appeared. tensely interesting to all Washingtonians. They will point out the good features of the picture shows as the writers have seen good in them, and some. they will point out any evil features that have been detected. Each investigator. The resulting conclusions of each, therefore, will represent the per-

It is not improbable that, as a re sult of the investigation and the pub The answer to these queries is not lication of the investigators' reports, hard to find. It is revealed by the experience which milk producers of the information as to the character of the moving picture shows of Washington test, which has been required here since November 29, 1909 The total number of dairy cattle eliminate any evil features that may

Incidentally, the articles will contain some big surprises for Washingtonians The tests were made by the District who are not familiar with the moving

AND NOW THE TOMATO HAS FAILED US.

The tomato prophet, unlike the seer in each State there is a movement un- which we call the Eastern Sho', is the der considerable headway for an ap- favorite habitat of the Love Apple, propriation of State funds to be used and from that section comes the melfor this purpose. The Virginia Legis- ancholy announcement that the preslature went so far as to make an ap- ent crop is 30 per cent below the av-

tuberculous cattle, and it is probable little strip of Eden comes the greater that larger sums will be set aside by part of the fruit which bears the imprint of our fallen forbears' incisors, Two hundred and nineteen tubercu- and that the tomato of commerce goes P

tuberculin test would impose upon catsup with a childlike trust which when considered from every angle, our soup a la jardiniere as Sancho took

Through all these prolific days it has been the food of the plain people matic jollity to the simple fare which graced the deal board table. It is one LATEST VICTIM OF A MORBID of the vegetables which are as good as they look and look as good as they are. And now, with a 30 per cent shortage, we may expect them to come one in a basket, done up in tin-foil and tied with pale pink ribbon. The pomancholy classic and drained a bottle of me d'amour is about to work the sec ond fall of man.

league with the robber tariff to reduce us to a diet of alfalfa.

BEAUTIFUL.

A German baron who has been visting at Newport and other American cities has given out an interview in which he declares that there is practically no beauty and not much goodness in the Four Hundred.

The baron with the hard name who has been applying hard names to others wears a scar which shows that he has taken his twenty-seven stitches at Heidelberg and emptied the requisite number of steins. He has a titlenaturally, being a baron-and, what is still more important, he has a fortune of about a hundred millions, according to the story. He was receptive in the matter of matrimony, but, not being a tuft hunter, he was in a position to express himself a little more freely than the average titled person who floats around the summer resorts of fashion. So he spoke up and called a spade a darned old shovel.

This heroic jolt will cause a sensation among the women who have been entertaining him, and probably hysterical disclaimers to the effect that various and sundry misses do not belong to the Four Hundred. Is there a gauzy Venus anywhere on this mundane sphere who would consent to be included in the socially elect at the cost of being pronounced homely? Would she hesitate a moment between being written down as ugly on the one hand and unfashionable on the other?

The baron was kind enough to say that he saw a great deal of American beauty among the middle classes. We may confidently expect a flying wedge rush for the middle class, English that can be understood will come into fashion and cosmetics will take a drop like the winter's mercury. Then the baron will sail home to marry some blond Gretchen and the rush to be admitted into the Four Hundred will go on as

Up in Massachusetts they named the Democratic nominee for governor with the proviso that he withdrew in seventy-two hours. A sort of a Chanler-Cava-

That Chicago policeman who says he saved \$300,000 while on the force by never entering a saloon indicates that the saloons have a pretty easy time in

The announcement that a variety ac-

The Independence League candidate These articles will at least be in- in New York is named Hopper. Why not Flopper? Now there's a revolt in Madeira with

out disorder. Insurgency is sure going

The Panama Canal is now a back-

THIS AUTO AGE.

Johnny's father took him to the office, and there the youngster saw the stenographer come in late and take the cover off her typewriter.

"Look a' that!" exclaimed Johnny. "She lifted the garage right off the machine."—Buffalo Express.

HIS WAY WAS WRONG.

"John, don't you believe all betting is wrong?"
"Well, my dear, I don't know about all betting, but I know the way I bet generally is!"—Cleveland News.

What's on the Program in Washington

International Prison Congress: Section neetings morning and afternoon. Roycroft Study Club meeting at Public ibrary tonight, 7:30 o'clock. Public drill, National Training School

or Boys, at 3 p. m. Meeting of Citizens' Northwest Suburban Association, Masonic Hall, Tenleytown, 7.30 p. m. Debate on suffrage for District, First Presbyterian Church, this evening. Men's and young men's classes at First Presbyterian Church, 8 o'clock this

Amusements Tonight.

Belasco—"M ss Patsy," 8:20. Columbia—"New York," 8:15. National—"The Echo," 8:15. Academy—"A Minister's Sweetheart," hase's-Polite Vaudeville, 8:15.

Chases - Chases - Knickerbockers, 8:15. Lyceum - Williams' Imperials, 8:15. Casino - Vaudeville and motion pic-Cosmos-Vaudeville and motion pic-Avenue Grand-Vaudeville and motion Majestic-Vaudeville and motion pic-Masonic Auditorium-Motion pictures. Georgetown Open Air Theater-Motion

ctures. Chevy Chase Lake—Section of the Ma-ne Band and dancing.

Arcade-Motion pictures. Alhambra Theater-Motion pictures.

Excursions. Steamer Charles Macalester leaves Seventh street wharf at 10 and 2:30 o'clock for Mount Vernon. Old Point Comfort and Norfolk steamextent of the "hardship" which the to fall back upon. We must take our cr leaves Seventh street wharf 6;45 p. m.

IN DANCING HALLS

Writer to Mail Bag Deplores Presence of Resorts In Capital.

DEFENDS SKATING

Service In Closing Assembly Places.

To the Editor of The Washington Times: Mr. Walker, in an article published in The Washington Times of September 27, made an attack upon the roller skaters of Washington.

While I am not in favor of the large boys and girls skating through the streets, still I see no reason for stopping the small children from enjoying an evening's pleasure.

Mr. Walker said "the nulsance is in evidence right under the nose of the police and Commissioners," but there is a greater nuisance in the public and this is not a daily occurrence, as with the grown baby roller skaters,

but a nightly performance. The accidents caused by the roller skaters are not due to the small boys and girls, but to the large ones. The writer saw a middle-aged woman thrown to the street in a collision with a big boy on skates. The woman was severely injured by the fall. Not nly should the Commissioners put a top to the grown boys and girls

stop to the grown boys and girls skating through the streets of Washington, but they should also guard the young girls from the dangers of the public dance halls.

A girl who recently visited one of these places in order to induce a friend to leave the assembly said: "Such places as those would soon make a good girl one of the worst." Many a working mother would rather see her daughter dead than the frequenter of such places.

The Commissioners should not only adopt a regulation on the roller skaters, but the Police Department should take drastic steps in order to crush the public dance halls where the young working girl is meeting a dewnfall. the public dance halls wher young working girl is meeting afall.

JOHN D. KEANE.

Evils of Skating.

o the Editor of The Washington Times I heartly agree with the ideas of the d, "Danger in Skating." There are ity which are being turned night after ment. ight into public skating rinks, where 00 or 300 children and young men, and omen go every evening, and noisily rolle until 11 o'clock and even after. If some of the fathers and mothers of hese young citizens would only walk by one of these popular meeting places have seen girls from sixteen to eighteen years of age, choose young men as parters whom they have apparently never met before. This is in itself an outrage, and now that the promenading on street has been discontinued it serves

ew acquaintances. with the street rinks is the inconveni-nce to which pedestrians are subject-d when they want to cross a street. The other evening while on a business

when persons cross an intersection I have noticed that the members of the rolling population make remarks and fairly order them out of the way. This should never be allowed, and I beg the notices and fathers, in behalf of the District citizens who are the rightful isers of the streets, to send their chiliren to some roller rink or hall, thereby essening the cases of collision, and at the same time, preserving quiet throughout the city.

WALTER BURNS.

Prof. McGoozie-It is astonishing how ittle the young people of the present day know of mathematics. For exam-Let Them Stay Away. ple, Miss Tartun-or you, Mr. Sparksdo you remember what the rule of three the Editor of The Washington Times: No could the writer was right who said that the public who loved the popular music could find it in the second the first could find it in the second the s

(request)

(request)

1. Morris Dance.

ent theaters. I feel sure in sayng that Mr. Doud and the many other critics do not want the ragtime va-

riety entirely. It is simply the popular music which is recognized at once by two-thirds of the audience.

For instance, how many people who attend the summer concerts understand the French and Italian ballads when they are played? If a count were taken, the figures would show that approximately one-eighth understood them, and they are people who have visited Europe and only care for the extremely classical airs.

Some time ago I remember reading a reply of Lieutenant Santelmann, in which he said that he would play those popular airs just to please the lovers and crittles who seem to enjoy that music the best. But has he played them? Decidedly, no! And he will not as long as the highly cultured people, as one writer terms them, continue to attend the concerts. Let the lieutenant and his band play the gantastical airs and accient Let the lieutenant and his band play the fantastical airs and ancient hallads, and the 5-cent theater rag-time lovers will stay at home and make room for the highly cultured citizens.

JOHN READY.

Goes Too Fast.

To the Editor of The Washington Times: I would like to voice a protest against he unlimited speed permitted the fire marshal in his automobile journeying to The speed with which he rushes through the streets will cause disaster in the near future, and he will surely be the cause of serious injury or death some one. This speed is not necessary o some one. This speed is not necessary in bringing him to a fire, because there is always an officer in command before is arrival fully able to direct matters. The fire marshal's presence at a fire loes not lessen the property loss or bodly danger of people; therefore, why is washington inflicted with a new cause or life injuries and death because he wishes to arrive at a fire five or ten ishes to arrive at a fire five or ten inutes sooner than he would arrive if tional rate of speed. HENRY C. YOUNG. e went at a rational

HERO FOR HIS TIME.

Israel Putnam had killed the wolf.
"The bystanders said it was a brave thing to do," he told the reporters afterward. "but, Great Scott, if it had been one of the Cubs knocking out a home run they would have cheered their blamed heads off!"
Still, for those primitive times, Put was a real hero.—Chicago Tribune.

ARE MOVING PICTURES HARMFUL TO CHILDREN?

Representative Citizens of Washington Visit Typical Five-Cent Theaters At the Request of The Times and Give Their Views on the Above Question.

Is the moving picture show an institution that makes for good or

What are its effects on the mental, moral, and physical welfare of ON THE STREETS its patrons, especially those patrons who are children or young people?

Prompted by a desire to find definite, reliable answers to these ques-Verily, nature itself seems to be in Says Police Could Be of Greater tions, The Times invited eight representative citizens of Washinton to make a tour of some of the moving picture theaters of Washington Wednesday evening. The members of this committee were:

Capt. James F. Oyster, member of the school board and former chairman of that body.

C. F. Nesbit, director of the Y. M. C. A.

Mgr. James F. Mackin, rector St. Paul's Catholic Church. Judge William H. De Lacy, presiding officer of the Juvenile Court.

A. T. Stuart, superintendent of schools. Mrs. Edna Bushee, truancy officer for the school board.

Rev. John Van Schaick, jr., pastor of the Church of Our Father. Dr. W. C. Woodward, District Health Officer.

Each member of the party formed his own impressions, and each dance halls than upon the sidewalks, has written his impressions and has drawn his own conclusions. The first criticism, published herewith, is by Dr. Woodward.

By DR W C WOODWARD

District Health Officer. It would be unsafe to pass final judgment on the efficiency of the ven-

tilation of the several five-cent theaters visited, as the night was warm and doors and windows necessarily open. With a single exception, however, all of them were free from objectionable odor. In the one excepted place, the odor was suggestive of the need of the vigorous application of hot water, washing soda, and the scrubbing brush rather than the need of more fresh air. From my general knowledge of this question, I believe that the ventilation of the five-cent theaters of the city would compare not unfavorably with the ventilation of the more pretentious establishments, the theaters generally. The pictures were generally clear and with a minimum of the flickering

that is so trying on the eyes. No exception could be taken to the conduct of any of the people congregated in any of the places visited, either during the performance or while coming or going. The general impression was that of refined, orderly persons, out for a brief period of amusement and instruction. The scrupulous care with which the p oprietor of one place tendered return checks because he was unable to complete the performance, owing to the lack of electric current, and with which the proprietor of another establishment, although he invited entleman who wrote the article head- the party to enter, declined to accept any price for admission because the last performance was half over, speaks well for the honesty of the manage-

It is more difficult to form a proper judgment with respect to the moral and intellectual influence of the pictures shown. The portrayal of one attempted assassination, although thwarted by a child's love; one seduction. although followed by the usual misery consequent upon such a sin; and one planned-for assignation, although the villain was thwarted, was hardly necessary for the moral uplift of the community. Unfortunately, however, scenes nanner in which their children act. I of this kind are too often shown in our supposedly reputable theaters, and similar conduct is described in popular novels that pass muster in respectable

These things may do but little harm to men and women of mature years and if our five-cent theaters were patronized as largely by people of that ready substitute for the forming of class as are the regular theaters, assassinations, seductions and assignations would be no more objectionable in one than in the other. As a matter of Another fault which I have to find fact, however, the five-cent theater, during the earlier hours of the day is, to a greater extent than the regular places of amusement, the commoner reerrand I suddenly came upon one of the favorite skating streets. The youthful skaters were monopolizing three blocks (extremely long ones), and I was forced to walk up two blocks in order to reach the other side.

When parents and is, I beneve, at all times more extensively patronized by impressionable people of both sexes from, say, sixteen to twenty-five years of age. On this account, the moral standards should be higher. There seems to be a tendenc, to display in some cases films that are simply inane, but this may be necessary to meet the demands of the child. sort of children and is, I believe, at all times more extensively patronized by years of age and over, who patronize such establishments.

On the whole, so far as the moral and intellectual aspects of the situation are concerned, I can say that while it might be considerably worse than last night's visit disclosed, yet, on the other hand, it might be better.

TIMES IS THANKED FOR HARRIS FIGHT

Strong Resolutions Adopted By Lincoln Camp of Woodmen.

Resolutions thanking The Washington Times and Washington Camp, No. 11464, Modern Woodmen of America, for the ivestigations conducted by them into the cause of the death of Norval T. Harris have been unanimously adopted by Lincoln Camp, No. 12455, Modern Woodmen of America.

The resolutions, which are signed by C. L. Davidson, counsel, and W. H. McConnell, clerk, of Lincoln Camp, are as follows:

"Whereas Neighbor Norval T. Harris, a member of a sister camp of the Med-ern Woodmen of America, in the District of Columbia, came to his death in this city on the night of August 27, 1910, under mysterious circumstances which have not been fully explained; and,

"Whereas a certificate of death by suicide was issued by the authorities after a brief investigation, and without the formality of Coroner's inquest; and, "Whereas The Washington Times, a newspaper published in this city, conducted an independent investigation as to the circumstances of Neighbor Harris' death, after the certificate of death by suicide had been given, thereby bringing to light many new features of the case which were not consistent with the theory of suicide, giving full publicity to the same; and,

'Whereas Washington Camp, No. 11464 Modern Woodmen of America, of which camp Neighbor Harris was a member, tructions that an effort be made to ive the mystery surrounding the death of Neighbor Harris cleared up, so that, consistent with the facts, the stigma-

f suicide might be removed; and "Whereas the independent investigaon of and the publicity given to the case by The Washington Times, to-gether with the investigation and denand of the committee from the sister amp for the holding of an inquest, as equired by law, have resulted in the olding of such an inquest:

"Now therefore be it resolved by Incoln Camp, No. 12455, Modern Woodnen of America, That the thanks of his camp be extended to The Washngton Times for the public service it given publicity to the facts in the case,

"Be it further resolved, That we heart "Be it further resolved, That we hearted by commend the course pursued by Washington Camp, No. 11664, as examplifying the proper spirit of Wooderaft, and that we especially commend he vigorous manner in which the committee handled the matter and insisted wha a full investigation of the affair and he holding of an inquest, that all the lacts might be brought out and the nysterious circumstances explained, so ysterious circumstances explained, so mysterious circumstances explained, so that if consistent therewith, the stigma of self-inflicted death might be removed from the name of Neighbor Harris; and "Be it further resolved, That these resolutions be spread upon the minates of the camp, and that a copy of the same be sent to The Washington Times and to Washington Camp, No. 11484."

BROOKLAND LIGHTS PARTLY RESTORED

Announcement of Resumption of Two-thirds of the Service Made

At Citizens' Meeting. About two-thirds of the eighty-two lights removed from the outlying regions of Brookland will be restored. This announcement was made at the meeting of the University Heights and Vicinity Citizens' Association. An effort will be made to have the rest of the lights put back.

The association went on record as sanctioning the purchase of lots adjoining the Brookland Public School for a playground.

The Business Doctor

By the U. S. So'diers' Home Band, At 4 P. M.

Concerts Today

RULE OF THREE.

JOHN S. M. ZIMMERMANN, Director. PROGRAM. March, "Salute to the Veiled Prophet" Overture, "Merry Wives of Windsor"

Piccolo solo, "Chant du Rossignol" Filipovsky (Musician Louis Addimando.) Grand Fantasia, "Reminiscences of Ireland" Three Dances King Henry VIII"

...Nicolai

2. Shepherd's Dance. 3. Torch Dance. Excerpts from "Ragged Robin" Olcot (request) Waltz suite, "Dance of the Fairies' March, 'Maine Festival' ...

"The Scar-Spangled Banner." Notice-There will be no concert on Monday next, the concert being given on the day following at the usual time.

By the Fifteenth Cavalry Band, at Fort Myer, Va., at 7:45 p. m. G. F. TYRRELL, Director.

PROGRAM. March, "Dinah From Carolina" Keiser Overture, "Italien in Algier". Rossini Waltz, "Kiss of Spring"......Rolfe Intermezzo, "Dew Drops"

Armstrong Fantasia, "An Evening in Camp' Selection, "The Grand Mogul" Paraphrase, "Loreley"....Neswadba

March, "The Bodyguard". Sherman

indignant. "You are not only appreciated than the best excuse that going to fail in ever was made. No merchant ever your payments, but pressed a man who was doing his best you are going to and continuing to spend his cash in the reward his confi- establishment.

dence in you and his kindness to you by dealing some place else, are you? There should be a good, strong man with a broad ax appointed by the city government to go around and behead people like you! You are a blot on the landscape! No a sermon on the eternal fitness of

honest man in the universe!

"If you owe a man money and cannot pay him, the very least you can do is pocket while he was talking. to go to him like a real man and tell him so, and tell him that you will do. all you can for him, which is to spend what cash you have in his place, and thus give him a chance to recoup his loss out of the profits of his business. "If Dante had been a grocer he would have reserved the hottest corner in his in a store and then goes elsewhere to committed by man which is not pun-

or stealing the bottle from a nursing baby are acts worthy of a gold medal when compared with it. w who buys goods on credit, neglects to pay the bill for months, and what would appeal to you would be then, when hard pressed for the money, very likely to appeal to the other insists that the reason he did not settle was because the goods were not satisfactory. The only thing that keeps the ing a rose-covered arbor of perfect bliss why he should buy it. leading on to realms of prosperity and

are these two classes of men!

By Roe Fulkerson 66VO U don't as ninety-nine out of a hundred bills Y want to go are, go to him ike a human being, with in there because your hand outsuretched, and tell him you owe him mon-you can not pay him and why-tell him ey, eh?" The Busi-you will give him a few dollars on acness Doctor was count now and then, and do it! One dollar paid on an account will be more

> "But first, last, and all the time, never common honesty and fairness.

A country parson was asked to deliver der the merchant now and then things, and he told the deacon who askmakes up his mind that there is not an ed him that he would do so the following Sunday if he would loan him five silver dollars to have and feel in his

Add this to your creed. I believe that a man gets what he goes after: that one deed done today is worth two deeds planned for tomorrow; and that no man is down and out until

he has lost faith in himself. Sit down and study over what rea-Inferno for the man who runs up a bill sons and what arguments it would take to make you go to a store and trade! There is no more despicable act buy a shirt. What would appeal to you as particularly good in a shirt.

ishable as a crime! Kicking a cripple Just what advantages you would like over the shirt you are now wearing. Then put these thoughts on paper "There is only one other sort of a ad. as the best adsmith in the country and you have written as good a shirt customer that the retailer has who is can turn out. When you are writing anywhere near your class. This is the any advertisement just remember that you are the average human being and

Forget all about words, composition, and the rules of rhetoric and tell average retail merchant's life from be-

retiring time with neace in his heart. I haven't an idea but what the world could struggle along without "Be a man-not a mouse! Be honest- you, but it is your business to convey don't crawl like a reptile! If you owe a the impression that it would not get man a debt, contracted in good faith, along nearly so well.